



Veerashaiva Samaja of North America

Rejuvenation of VSNA Chapters

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Agenda

- What is Rejuvenation of VSNA Chapters?
- Why Rejuvenate VSNA Chapters?
- How to Rejuvenate VSNA Chapters?
 - What & whom to focus on
 - Recommended list of programs
 - Youth Involvement
 - Infrastructure needed
 - Communicating with local members and Central VSNA.
 - Local Chapter Group Email
 - Use of Local & Central VSNA Web Site Space Allocated for Each Chapter
 - Updates to VSNA Newsletter
- Conclusion



What is Rejuvenation of VSNA Chapters

- To transform and revive local chapters that need help in improving their functioning to attract and increase their local memberships (a step towards VSNA mission)



Why Rejuvenate VSNA Chapters?

- Many Veerashaiva Community Members are not happy either with Central VSNA and/or Local Chapter functioning.
- General impressions is – VSNA programs are socializing events.
- Most programs appear to have lost focus on the mission of VSNA.
- VSNA Youth is disinterested as they see no opportunity to positively contribute/learn.
- There is lack of sharing *Sharana* philosophy in local programs.
- Members assume, VSNA is for born Lingayats. This limits VSNA mission of propagate Veerashaiva philosophy. Note: Basava meant his philosophy for anyone and everyone, and Basava wanted casteless society.
- Need of the hour is to rejuvenate 21 local chapters, the pillars of Central VSNA.



How to Rejuvenate – What to focus on?

- Primary Focus of the Programs (80%) must be on Veerashaiva tenets:
 - Veerashaiva Philosophy, Vachanas, Sharanas , Dasoha, Kayaka...
- In the form of:
 - Speeches, Presentations, Songs, Stories, and Dances
- Who should participate:
 - Focus on youth. Adults to let them lead (MCs, presentations)
 - Every youth should have presented a talk at-least once before they graduate. This will remain in their mind for ever.
 - Adults to share their experiences and knowledge
- Secondary Activities (20%) may be:
 - General Entertainment
 - Informative sessions on health , career and professional services.



How to Rejuvenate – List of Programs

Recommended Occasions for Programs:

- ❖ Siddarameshwar Jayanthi/ Makara Sankranti – January
- ❖ Mahamane/ Vachanotsava/ Shivaratri - February
- ❖ Allamaprabhu Jayanthi/ Ugadi - April
- ❖ Basava Jayanthi/ Akkamahadevi Jayanthi/Kayaka Day - May
- ❖ VSNA Convention – July
- ❖ Picnic - August
- ❖ Mahamane/Vachanotsava/Ganesh Chaturthi - September
- ❖ Channabasavanna Jayanthi/ Deepavali - November

Mandatory Items:

- ❖ **Linga Pooja** – Led by Adult Member for kids & others.
- ❖ **Anubhava Ghosti** - Presentation or speech by youth & adults. Note – Teenagers are good at researching and presentations.
- ❖ Food – Catered or Potluck

Focus on Basava Philosophy - Simplified way of life & concept of God



How to Rejuvenate – Infrastructure Needed

Where to host programs?

- Use community halls:
 - Gives sense of common ownership of platform
 - Enables better stage for performers

Additional infrastructure required:

- Banner. Make one for local chapter. [Cost \$10/- PVC Stand \$3/-]
- Small central table with simple decoration as focal point of stage.
- Audio-Visuals – Let members sponsor mikes, speakers, overhead projector, projector stand, and so on.
- Use VSNA Web Site, Online invite, group email to publish and invite members.
- Examples...



How to Rejuvenate – Infrastructure Needed (Contd..)



Extensive use of Audio-Visuals

Youth is in charge. Adults take backseat

Make sure Banner is held high in Center on a stand

Linga Puje led by an adult.

Typical Stage Setup:

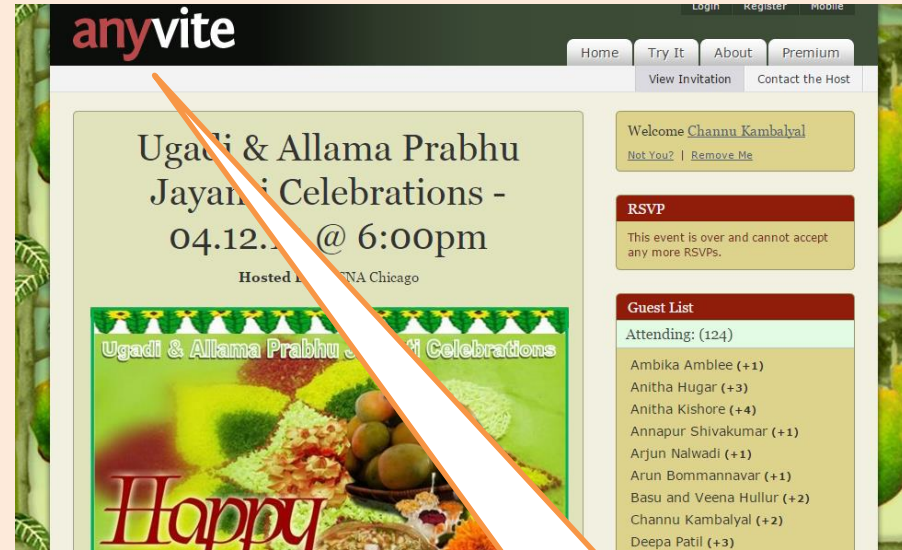
- Local Chapter Banner [Cost \$10/- PVC Stand \$3/-]
- Decorated Table with Basava statue or photo at center stage
- Audio Visuals - Mike set & overhead projector
- Youth being Masters of Ceremony.



How to Rejuvenate – Infrastructure Needed (Contd..)



Use VSNA.ORG for Event Repository.



Use eVite to invite ALL (paid & unpaid)

- Use VSNA Web Site, evite or group emails to publish and invite members and prospective members....
- Send Quarterly Updates to VSNA Newsletter – Let youth write updates for each program.
- Have program sheet printed or posted before program – Event if there are very few entries!



A Rejuvenated Local VSNA Chapter



See your numbers grow - program after program from 10 to 30 to 100+.

- Organize VSNA programs focusing on VSNA mission
- And the see the audience/members grow in numbers!



Rejuvenating Local VSNA Chapters

Thank You